The World of
YAMAHA

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Yamaha Corporation's Global Newsletter

COVER STORY

Taiwan Yamaha Celebrates 30 Years in Style

Taiwan Yamaha Musical Inst. Mfg. Co., Ltd., held a ceremony and party on February 1 to celebrate the passing of 30 years since its founding. The local subsidiary was set up in 1969 to produce pianos and Electone keyboards.

The ceremony was attended by dignitaries from the spheres of politics, business and education, including the wife of the Vice President, Mrs. Lian Fang Yu, the Minister of Education Mr. Lin Qing Jiang, and the former mayor of Taipei, Mr. Chen Shui Bian. In all, over 300 people took part. Speeches from many of the guests emphasized their appreciation of the great contribution Yamaha has made to music and cultural education in Taiwan. They also said they were looking forward to Yamaha continuing its active role in Taiwanese society for many years to come.

Yamaha s Senior Corporate Counselor, Mr. Seisuke Ueshima, offered some congratulatory words on behalf of the parent company to mark the 30th anniversary. Also to commemorate the occasion, three famous Taiwanese artists actress and print artist Ms. Judy Ongg, and painters Mr. Lan Rong Xian and Mr. Lin Wei Hu each created works for 30 special limited-edition pianos. The artists pieces were incorporated into the front panel of the pianos, to give them a stylish appearance to match the superior Yamaha technology inside. As a charitable activity to show gratitude for the company s successful 30-year history, 5% of the sales revenue generated by these 90 special pianos will be donated to a welfare foundation.

The ceremony and charitable scheme was featured prominently in the local mass media on February 1 and the following day, being picked up by all of Taipei s major news organizations, including 13 television stations and 14 newspapers.

❶ Participants at the ceremony included Factory Manager Mr. Maeda (second from left) and, to his right, Mr. Ishizaki, president of Taiwan Yamaha; Mr. Xie, president of Yamaha KHS Music Co., Ltd.; Yamaha Senior Corporate Counselor Mr. Ueshima; Ms. Ongg; and the two painters.
❸ The ceremony and party were attended by over 300 dignitaries from the fields of politics, business and education.
❷ (From left) Mr. Lan, Mr. Lin and Ms. Ongg, in front of the piano that incorporates Ms. Ongg's artwork.

EXPOSITION

NAMM Puts Yamaha's Strengths on Display

The annual NAMM Show, held on January 28 to 31 in Los Angeles, attracted 1,270 exhibitors and about 60,000 visitors. Yamaha s booth, featuring the theme Hear Tomorrow/The Future of Music and Sound and the popular sound demo room, was particularly well received, generating a significant number of orders each day.

Each Yamaha product division used NAMM as an opportunity to introduce high impact goods, with over 100 new models put on show. This strategy showcased the company s unsurpassed strengths in cutting-edge technology, product development and software, reconfirming its leadership role in the industry.

The Keyboard Division announced 27 new models, including a French Provincial-style grand piano made by Yamaha Music Manufacturing, Inc. (YMM) in Georgia that is the first Yamaha grand to be assembled outside Japan, as well as a Baby Grand that boasts particularly high cost-performance. The new grand piano models were warmly received by dealers.

The Band & Orchestra Division launched nine new models, including three new trombones and the Silent Tuba, a Silent Studio Mixer and a pickup microphone for the Silent Brass Series, as well as several other new products. One of the highlights of the entire NAMM Show was the division s stunning demo performance, a silent jam session that featured the Silent Brass, Silent Electric Violin, Silent Electric Cello, Silent Session Drum DTX and a Clavinova, and offered a new way of enjoying an ensemble.

The Professional Audio & Combo Division introduced 15 new Professional Audio (PA) models, four new Digital Musical Instruments and four new XG-related products, as well as 60 new drum, guitar and amplifier products.

In support of its new product line-up, Yamaha organized Evening on the Terrace, a high-profile concert and reception for dealers held in a large tent outside the exhibit building. There the 1,300 invited guests enjoyed performances by musicians including David Foster, the Yellow Jackets and Martin Tayler. The popular event further boosted the drawing power of Yamaha s sales network.

Yamaha's "silent" jam session at the NAMM Show attracted significant attention.

David Foster performs at the "Evening on the Terrace" concert and reception.

PIANO/MANUFACTURING

YMM Begins First Grand Piano Production outside Japan

Yamaha Music Manufacturing, Inc. (YMM) of the United States became the first place outside Japan to produce Yamaha grand pianos when it commenced production and assembly at its Georgia facility of the GH1FP, which was also introduced at the annual NAMM show. The inauguration of production takes place within the background of a particularly buoyant U.S. economy, and is one of the major achievements of the U.S. Project jointly pursued by the Piano Division and Yamaha Corporation of America (YCA).

With this new model the company adds the home furniture-type grand piano product category to its U.S. market lineup, which it had previously lacked. Well-known American furniture designer Bill Faber was commissioned to do the exterior design work for the model, while most of the planning for the exterior finish was handled by YMM. The model has been created in a French Provincial style, finished using dark American cherry, and having a length of 160 cm. All exterior materials were procured in the United States, with the internal components being sent from Japan. The first shipments are due in July.

The GH1FP, for which YMM planned the exterior finish

PIANO/MANUFACTURING

YI to Specialize in the Manufacturing of Pianos

P.T. Yamaha Indonesia (YI), which was established in 1974, is currently engaged in refurbishing its facilities to become a specialist piano factory. The company expects to reach the final stages of refurbishment very shortly.

Headquartered in Jakarta Timur, YI initiated manufacturing operations in 1977 as a musical instrument factory dedicated to satisfying the requirements of the Indonesian domestic market. Seven years later, in 1984, it embarked on the manufacturing of pianos. As part of Yamaha s long-range plan which called for the transformation of Indonesia into an export base, the responsibility for guitar production was shifted to P.T. Yamaha Music Manufacturing Indonesia (YMMI) in 1990, and last year P.T. Yamaha Music Manufacturing Asia (YMMA) assumed responsibility for the production of electronic musical instruments. It was decided that from this year, YI would undertake a fresh start as a specialist maker of pianos.

Recently, YI held a tape-cutting ceremony to celebrate the production of its 43,000th upright piano, as part of a commemorative event attended by all the company s employees. In a speech delivered to them, Yamaha Managing Director Mr. Katsuhiko Kishida praised the firm specifically for its upright piano manufactured for the European market. The resolve of the entire staff was once again strengthened by such strong words of encouragement.

All employees attended the commemorative ceremony.

CONCERT

Matsuev Debuts in Europe with CFIIIS

The 1998 winner of the International Tchaikovsky Competition, Denis Matsuev, recently made a spectacular debut in Europe. The piano he played was a CFIIIS owned by reputable Munich dealer Pianohaus Karl Lang, also making it an auspicious occasion for Yamaha pianos in the region. The concert, entitled Moskauer Staatskapelle, was held in the world-famous Philharmony im Gasteig in Munich, Germany on December 5 last year. Matsuev masterfully performed what is considered a particularly difficult piece by Sergei Rachmaninov, called Rhapsody on a Theme of Paganini, together with the Moskauer Staatskapelle and conductor Mark Gorenstein The young pianist made this and other pieces look deceptively easy delighting the audience of 2,500.

Mr. Matsuev plays his debut performance on the Yamaha CFIIIS at the Philharmony im Gasteig.

AUDIOVISUAL

Recent Developments in the Audio Video Group

Global Marketing Strategy Conference Takes Place

The Audio Video Group brought together 40 representatives from 13 group firms, including local sales and manufacturing subsidiaries, for its AV International Marketing Conference 99, from February 15 to 19. At this year s meeting, progression of the group s Home Cinema and global strategies formed the cornerstone of discussions. The conference saw an open exchange of ideas, as key measures to be implemented were agreed upon.

The first day opened with a presentation by Audio Video Group Director Mr. Kunihiro Maejima on the group s business policies, followed by sales and marketing reports from each of the local subsidiaries. From the second day the conference split into three discussion groups for detailed talks on product strategy. Reflecting the representatives enthusiasm and energy throughout the conference, debate continued into the late hours.

Each foreign subsidiary reported enthusiastically on its sales and marketing activities.

European AV Dealers and Reviewers Visit

A team of influential audiovisual product reviewers and well-established dealers from France, Italy and Spain visited the Audio Video Group at Yamaha Headquarters in Japan on February 23. The reason for their call was to find out the latest developments at the world s leading home cinema company. The visit included hearing the inside story of the development of the Cinema Digital Sound Field Processor (DSP), and seeing demonstrations of products which are advancing the convergence of the audiovisual and Information Technology spheres.

The Audio Video Group hosts fielded a range of questions from their expert guests. The guests also had the honor of being the first in the world to get a preview of the new Home Cinema speakers due for release this autumn. The new products were rated very highly.

Reviewers and dealers were amazed by the quality of the Home Cinema speakers.

Audio Equipment Subsidiary Established in Indonesia

On March 5 Yamaha Electronics Manufacturing Indonesia (YEMI) was established near the city of Surabaya in Indonesia. The new firm became the third overseas production subsidiary for the Audio Video Group. It is now preparing for a start of operations in December 1999.

YEMI will initially focus on production of Home Cinema speaker systems, functioning as an export base to supply markets such as Japan, Europe, the United States and ASEAN countries. In the future, the company will branch out to produce a wide range of audiovisual equipment, and eventually it is planned that development and design personnel will be allocated to conduct product development work locally. Gradual increase of the ratio of locally procured parts will further boost cost-competitiveness.

Artist's rendering of how YEMI will look after it has been completed.

QUALITY/ENVIRONMENT

ISO9000/14000-Series Certification

As part of the Yamaha Group s ongoing, systematic approach to ISO9000/14000-Series certification, three organizations the Audio Video Division of Yamaha Corporation, a subsidiary in Japan and one in Malaysia were recently awarded ISO9001 certification (in addition to their previous 9002 certification). An additional two sites Iwata Factory and a subsidiary, both in Japan received ISO14001 certification. Details of the newly certified Group members appear at right.

Company name: Yamaha Corporation
Country: Japan
Unit accredited: Audio Video Division (Home Cinema equipment, karaoke equipment, others)
Details of certification: ISO9001
Date of accreditation: March 12, 1999

Company name: D.S. Corporation
Country: Japan
Unit accredited: Audio Video Group (Home Cinema equipment, audio equipment, electronic products for system equipment)
Details of certification: ISO9001
Date of accreditation: February 26, 1999

Company name: Yamaha Electronics Manufacturing (M) Sdn. Bhd. (YEM)
Country: Malaysia
Unit accredited: Audio Video Group (AV amplifiers, AV receivers, CD players, CD changers, mini-systems, others)
Details of certification: ISO9001
Date of accreditation: March 8, 1999

Company name: Iwata Factory
Country: Japan
Site accredited: Iwata City, Shizuoka Pref.
Business: Manufacturing of piano frames
Details of certification: ISO14001
Date of accreditation: March 11, 1999

Company name: Yamaha Metanix Corporation
Country: Japan
Site accredited: Iwata City, Shizuoka Pref.
Business: Manufacturing and sales of electronic alloy materials and parts
Details of certification: ISO14001
Date of accreditation: March 30, 1999

AWARD

First Foreign Firm to Receive Mexican Award

It is now more than 40 years since Yamaha de M xico S.A. de C.V. (YDM) was established, and over this long period the company has always strived to make a contribution to musical culture among Mexico s young people. On February 11, in recognition of its proud record, YDM received the Minister of Education s Honor Award, becoming the first foreign-origin firm to receive this award.

Since 1970, YDM has consistently supported music education in Mexican schools, with recorder lessons becoming a part of the music curriculum through to middle school, making the Yamaha recorder YDM s best-seller at over 500,000 units a year. Seminars for public school teachers are another important part of the company s support. YDM s pursuit of such activities since its founding, along with a written agreement with the Minister of Education on future cooperation, has led to the conferring of the award, as the company has developed its music business while making a valuable contribution to young people s

Mr. Ohki, president of YDM, receives the award from Mexico's Minister of Education.

AWARD

WX5 Wins Red Dot Award

At the Design Innovations 99 competition in Germany the WX5 Wind MIDI Controller was awarded the Red Dot for High Design Quality. This distinction is regarded highly in the design field, spanning more than 40 years, especially in the area of everyday-use industrial design items such as automobiles, furniture and cameras.

At this year s event 1,368 product entries were submitted by companies and designers from around the world, with 228 gaining High Design Quality status and 25 being chosen for Highest Design Quality recognition. Yamaha s previous awards include Highest Design Quality for the Silent Brass SB7 (97), and High Design Quality for the Silent Session Drums DTX (97) and Silent Electric Violin (98).

WX5 earns Red Dot for High Design Quality.

ELECTRONIC MUSICAL INSTRUMENT/MANUFACTURING

YMMA Expands Production Capabilities

P.T. Yamaha Music Manufacturing Asia (YMMA), which began operation in April 1998, has just finished construction of its No.2 Factory. The firm is substantially expanding its manufacturing capabilities, under the slogan Aiming to Be the Best Electronic Musical Instrument Factory in the World.

Last year YMMA produced approximately 39,400 Clavinovas, exporting them to Europe, the United States and other markets all over the world. In 1999 YMMA will manufacture several new CVP models. In order to fulfill the firm s founding mission, Becoming Cost-Competitive, YMMA also plans to produce components such as keyboards and some plastic parts in the near future.

The No. 2 Factory recently completed by YMMA

"Silent" Big Band Performs Live Jazz

A live big band jazz performance featuring an arrangement of Yamaha s Silent Series instruments was given on February 13 at a large Tokyo shopping center. The jazz band was an amateur lineup of mainly Yamaha employees under the moniker Blue Notes. The trumpet, trombone and drums used the Silent Series, and the woodwind parts, which do not have a Silent Series counterpart, were taken by the WX5 Wind MIDI Controller. In all, the band boasted 13 members on the day.

Performing with the Silent Series means that even a spirited performance can hardly be heard by observers, unless they don headphones. Passing shoppers seemed fascinated and somewhat puzzled as to what was going on. The visitors who listened through headphones enjoyed enthusiastic live renditions of jazz standards that did not even disturb the retail activity carrying on nearby. A similar performance was put on at the Hamamatsu Station annex building on March 27, attracting considerable media interest.

The band's performance enthralled listeners.

Revisiting Some Familiar Sounds Part 1

Over the past four issues, we have taken a look at what sound is, and what qualities and possibilities sound possesses, focusing mainly on the physical aspects of sound. The nature and usage of sound, however, can also originate from its connection to people and its environment. This time we will focus on the more subjective aspects of sound, examining how the same sound can differ among people depending on the way it is heard or felt. We will also look at the amazing diversity of sounds eliciting the same emotion, and ask our readers to share their opinions as we explore this fascinating subject.

Memories and Emotions Aroused by Sound

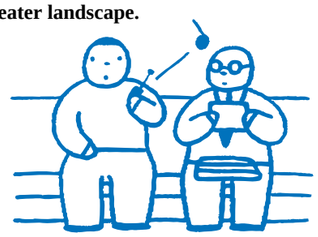
If something was described as the sound of metal hitting concrete with a frequency of 50 Hz and a loudness of 100 dB, we would be unlikely to have a clear idea of what it actually was. But if we were asked to imagine the huge, dull sound of an automobile hitting a wall we would immediately gain a vivid image of the sound, perhaps with a feeling of trepidation.

In such a way people form strong associations between sounds and recollections of images, tastes, smells or textures, so that just hearing a sound may cause them to immediately feel a certain type of emotion. While some of these kinds of associations may be quite commonly held, such as I feel uneasy when I hear an ambulance siren, others may be particular to an individual, like The sound of that bell brings back fond memories.

The way of feeling a sound might vary 10 different ways among 10 people. People s individuality, environment, culture, society and situation all play a part in influencing their different reactions.

Soundscapes

A concept that has recently received greater attention is that of soundscape. The word appears to have been coined by a Canadian composer in the 1970s. Conventional acoustics researchers emphasized objectivity, and thus for the most part avoided discussions relating to cultural aspects of sound such as personal or social value judgments. In contrast to this approach, the concept of soundscape assumes that the way people perceive sound differs depending upon factors such as state of consciousness and setting, and in fact advocates that we think about relationships between people and sound as affecting positive or negative perceptions, as though sound were part of a greater landscape.



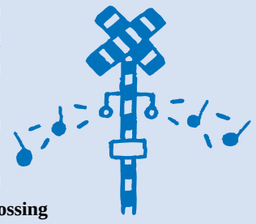
Recently in Japan people have begun to complain of the noise irritation caused by the beeping and ringing sounds of electronic appliances and mobile phones. And since we are now flooded with such informing sounds, the everyday sounds that were once a naturally occurring part of our ordinary lives now become nostalgic, and start to seem more precious. The sound of children running along a street, the sound of vegetables being chopped on a board, or the sound of windows and curtains being opened and closed such analog sounds have begun to seem almost wistful.

What kind of soundscape is there in your country or town? What sort of sounds are a familiar part of your everyday life? And what kinds of feelings do you hold toward those sounds?

By receiving answers to such questions from our readers all over the world, we hope to find differences that may exist in the way people of different regions relate to sound, and find out about the different kinds of everyday sounds around the world. To let us know what you think, we have prepared a short questionnaire, and plan to include the results in our next issue. We are looking forward to your replies.

Questionnaire

1. Please tell us about the sounds, excluding music, of your country or town.
   a) What is the sound that best typifies your country or town?
   ( )
   b) What sound generally brings to mind the changing of the seasons?
   ( )
2. Please give us your opinion.
   a) What kinds of sounds are considered pleasant?
   ( )
   b) What kinds are considered unpleasant?
   ( )
   c) Please describe a nostalgic scene for you and the sounds you would hear in that scene.
   ( )
3. Please write a word that sums up each of the following sounds:
   a) The sound of driving a car
   ( )
   b) A baby crying
   ( )
   c) The sound of a coin being dropped
   ( )
   d) The sound of a sneeze
   ( )
   e) An ambulance siren
   ( )
   f) The warning sound at a railway crossing
   ( )



4. Please write a sound that you would associate with each of these words:
   a) Morning ( )
   b) Night ( )
   c) Work ( )
   d) Home ( )
   e) Holidays ( )

5. The following is a list of countries and regions where Yamaha has either a local subsidiary or representative office. Please choose two, and write the sound that you associate with the country or region (e.g., Kenya a lion s roar, Switzerland yodeling).
   Argentina/Australia/Brazil/Canada/China/France/Germany/India/Indonesia/Italy/Malaysia/Mexico/Panama/Singapore/Spain/Sweden/Taiwan/Thailand/UAE/UK/USA/Vietnam
   ( )
6. What sound do you associate with Japan?
   ( )

Thank you very much for taking part in our survey. Please send your comments by April 28 to Noriko Shinohara in the Public Relations Division by fax (81-3-5488-5060) or e-mail (shino-n@post.yamaha.co.jp).

Please include your name, gender, city/country and company name.

Richter Home Opened by Pushkin Museum

On January 5, 1999, the Moscow apartment of the late piano virtuoso Sviatoslav Richter, who passed away in August 1997, was opened as a special memorial annex to the Pushkin Museum of Fine Arts.

Cover of the laser disc

Richter s wife, Nina Dorliac, who also passed away, as if following her beloved husband into the next life, specified in her will that she wished for their apartment and all its contents to be donated to the Pushkin Museum. Since Richter had held a winter music festival each year in December at the Pushkin, it was like his second home in Moscow. The Richters apartment has been left in as close to its original condition as possible, with only some refurbishment done to the interior before it was opened to the public. By looking through the dining room where paintings hang on the walls, the living room containing Richter s piano, the study and the bedroom, which all vividly recall the couple s daily life, visitors to the museum annex can catch a glimpse of the love Richter had for music.

On January 5 approximately 40 specially invited guests from the music, theater and literary communities gathered for the opening ceremony. After greetings from curator and Pushkin Museum director Irina Antonova, a video of one of the maestro s performances was played. At the party which followed, duets were performed by well-known musicians including Nina Dorliac s foremost pupil, Galina Pisarenko, who is currently a professor at the Moscow Conservatory, the violist Yuri Bashmet, the violinist Victor Tretiakov and others. Curator Antonova said she was eager to work with Yamaha in the future, to organize concerts and other events at the Sviatoslav Richter Memorial Apartment.

Images of Richter through a Tumultuous Era in History

Comprising precious images of the great pianist Sviatoslav Richter, and based around an interview he gave in later life, RICHTER: The Enigma is a documentary recently released by Warner Music Vision on video cassette, DVD and laser disc. For Richter fans and music lovers alike, this film offers many fascinating images of the artist and introduces some of his finest performances. The documentary also provides a remarkable record of the life of someone who lived through tremendously tumultuous times, from the period of the Russian Revolution and its aftermath to the breakup of the Soviet Union.

Other recent releases featuring Richter include a series of live videos entitled 70s Richter Volumes 1—3 (Digital Media Lab), which showcases several vibrant performances by the artist in his 50s, and a recital video shot in Toronto in 1965 (Canadian Broadcasting Co.) that is due to go on sale in the United States soon.

❶ A painting belonging to the Richters hangs above the piano in their living room.
❸ Mr. Bashmet (right) and Mr. Tretiakov perform together at the party.
❷ The work desk of the late Sviatoslav Richter.

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